



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-17-2012 PAGE: 1 of 4

GREAT AMERICAN MEDIA, INC. - 4423
ATTN: MIKE FOREMAN
3050 K STREET, NW
WASHINGTON DC 20007

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
386887	05-21-2012	10-16-2012	3	DEM CONGRESSIONAL CAMP COMM	DCCC	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
1192		234907	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	234907								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1192														
1	10-30-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	10	30		X	X	X	X			10	1,000	0	0
2	11-05-2012	11-06-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	10	30	X	X						2	1,000	0	0
3	10-30-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30		X	X	X	X			10	1,800	0	0
4	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30	X	X						2	1,800	0	0
5	10-30-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30		X	X	X	X			20	1,800	0	0
6	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30	X	X						2	1,800	0	0
7	11-03-2012	11-03-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	10	30						X		4	800	0	0
8	11-03-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	10	30						X	X	2	1,800	0	0
9	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	10	30						X		2	1,500	0	0
10	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	10	30							X	2	600	0	0
11	11-04-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)	10	30							X	2	900	0	0
12	11-04-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)	10	30							X	2	1,800	0	0
13	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	10	30							X	2	1,000	0	0
14	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	10	30		X	X	X	X			10	1,100	0	0
15	11-05-2012	11-06-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	10	30	X	X						1	1,100	0	0

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 1192			CMS # 234907	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 234907				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 1192																				
16	10-30-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				10	30		X	X	X	X			10	1,000	0	0
17	11-05-2012	11-06-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				10	30	X	X						1	1,000	0	0
18	10-30-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				10	30		X	X	X	X			10	1,800	0	0
19	11-05-2012	11-06-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				10	30	X	X						1	1,800	0	0
20	10-30-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30		X	X	X	X			10	2,000	0	0
21	11-05-2012	11-06-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30	X	X						1	2,000	0	0
22	10-30-2012	11-02-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				10	30		X	X	X	X			10	1,400	0	0
23	10-30-2012	11-02-2012	01:00PM - 03:00PM	DAYTIME 1-4P WEEKDAY (6952)				10	30		X	X	X	X			22	1,200	0	0
24	10-30-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				10	30		X	X	X	X			10	1,500	0	0
25	11-04-2012	11-04-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7				10	30							X	2	800	0	0
26	11-04-2012	11-04-2012	10:30AM - 11:30AM	WEEKEND NWS 1030-1130A SU THIS WEEK (705				10	30							X	2	5,000	0	0
27	11-04-2012	11-04-2012	11:30AM - 12:00PM	EAGLES GAME PLAN SUN 1130A (PLAYERS) (707				10	30							X	1	600	0	0
28	11-04-2012	11-04-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				10	30							X	2	800	0	0
29	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				10	30		X	X	X	X			12	1,500	0	0
30	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				10	30		X	X	X	X			15	2,700	0	0

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Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
1192			234907	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)							N	234907		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
Agency CPE: E : 1192																		
31	10-30-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	10	30		X	X	X	X			10	3,400	0	0	
32	11-03-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	10	30						X	X	4	1,500	0	0	
33	10-30-2012	11-02-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	10	30		X	X	X	X			10	3,400	0	0	
34	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	10	30	X							1	14,000	0	0	
35	11-05-2012	11-05-2012	10:00PM - 11:00PM	PRIME MO10 (7010)	10	30	X							1	9,500	0	0	
36	10-30-2012	10-30-2012	09:00PM - 10:00PM	PRIME TU9 (7015)	10	30		X						1	11,000	0	0	
37	10-30-2012	10-30-2012	10:00PM - 11:00PM	PRIME TU10 (7016)	10	30		X						1	7,500	0	0	
38	11-01-2012	11-01-2012	08:00PM - 09:00PM	PRIME TH8 (7038)	10	30				X				1	6,500	0	0	
39	11-01-2012	11-01-2012	10:00PM - 11:00PM	PRIME TH10 (7040)	10	30				X				1	8,000	0	0	
40	11-02-2012	11-02-2012	08:00PM - 09:00PM	PRIME FR8 (7042)	10	30				X				1	6,500	0	0	
41	11-02-2012	11-02-2012	10:00PM - 11:00PM	PRIME FR10 (7044)	10	30				X				1	5,000	0	0	
42	11-03-2012	11-03-2012	07:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	10	30						X		2	1,500	0	0	
43	11-03-2012	11-03-2012	07:30PM - 08:00PM	EAGLES INSIDE THE SEASON SAT 730P (CONFIL	10	30						X		1	750	0	0	
44	11-04-2012	11-04-2012	08:00PM - 09:00PM	PRIME SU8 (7049)	10	30							X	1	12,000	0	0	
45	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	10	30							X	1	7,000	0	0	

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Contract No 386887	Contract Dt 05-21-2012	Revision Dt 10-16-2012	Rev# 3	Advertiser DEM CONGRESSIONAL CAMP COMM	Brand DCCC	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA							
Agency Est# 1192			CMS # 234907	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 234907					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 1192																		
46	11-04-2012	11-04-2012	10:00PM - 11:00PM	PRIME SU10 (7051)				10	30								X	1	6,500	0	0
47	10-30-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				10	30		X	X	X	X	X	X		16	4,000	0	0
48	10-30-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				10	30		X	X	X	X				10	1,500	0	0
49	10-30-2012	11-02-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)				10	30		X	X	X	X				5	600	0	0
51	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				10	30	X								1	5,000	0	0
52	11-03-2012	11-03-2012	12:00PM - 03:30PM	WEEKEND 12-6P SA-SU (7917)				10	30							X		2	1,000	0	0
53	11-03-2012	11-03-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL ABC SAT AFTERNOON (7220)				10	30							X		1	8,500	0	0
54	11-03-2012	11-03-2012	08:00PM - 11:30PM	COLLEGE FOOTBALL PRIME (7220)				10	30							X		2	5,000	0	0
55	10-30-2012	11-01-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)				10	30		X	X	X					3	400	0	0
56	11-04-2012	11-04-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)				10	30								X	1	400	0	0
																	Contracted Gross Total:		0	0.00	
																	Actual Gross Total:		0	0.00	
																	Agency Commission:			0.00	
																	Net Total:			0.00	
Month/YR		Preempted		Made Good		Contract Total		Adjustments										Actual Total			
Nov 12		0.00		0.00		0.00		0.00										0.00			
TOTAL		0.00		0.00		0.00		0.00										0.00			

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